

The Cause of Failure and How to Overcome It

THOMAS Z. DAVIS

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Thomas J. Davis

To My Friends

Mr. and Mrs. Harry H. Grant

Whose kindness will never be forgotten and
whose friendship I esteem above explanation,

I dedicate this book.



It's Worth A Million Dollars

The thing that goes the farthest toward making
life worth while,

That costs the least and does the most, is just a
pleasant smile.

The smile that bubbles from a heart that loves its
fellow men

Will drive away the clouds of gloom and coax the
sun again;

It's full of worth and goodness, too, with manly
kindness blent,

It's worth a million dollars, and doesn't cost a cent.

The Cause of Failure
and How to Overcome It
===== or =====
Why Some People Fail
While Others Succeed

By
Thomas Z. Davis

1918

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FOREWORD

IT HAS been scientifically proven that it is impossible to get any one to put forth much of an effort to obtain a thing that he cannot see some real value in or need of. We know that aspiration is the forerunner of work and work is the foundation upon which ability must be built. Knowing that it is impossible for anyone to fill a position above his ability, I send out this little book; hoping that it may be like the wicket hole in the door that shuts a man out from the many precious and valuable things the world has in store for him. May he be able to peep through this wicket hole and see those treasures, and may his ambition be so aroused to obtain them that he will never be satisfied until he has found the key that will unlock the door. Believing this book will help you find the key,

I beg to remain,

THOMAS Z. DAVIS.

Open the Gate

“How dear to my heart are the scenes of my childhood,
When fond recollection presents them to view.
The wide-spreading pond, the deep-tangled wild-wood,
And every loved spot that my infancy knew.”

AT the old country homestead when I was a mere tot of a boy, my father made and hung a tall gate that guarded the entrance between the lawn and the barn yard. It was fastened by a ten-inch button at the top of a post that only an adult could very well reach. This means that was inaccessible for a small child to open the gate, was the occasion of many a plaintive appeal from my sister and me of “Papa, please open the gate.”

That old gate, older and more used than any other on the old home place has, to my knowledge, outlasted every other that was ever built and hung there.

Could that gate be gifted with the powers of speech, many would be the reminiscences it could tell. It was too tall, however, for sweet-

There are two great powers that are trying to direct the ways of every man. Be careful that you don't accept the wrong directions.

hearts to swing thereon, while lingering to bid each other the late evening's farewell, and possibly, therefore, less of the sentimental side of life with its poetic fancy has figured in its history.

Many are the unbidden intruders who would have passed its portals. I remember an old brindle cow we used to have that was quite adept in opening this gate with her horns. A horse, too, we used to have which I thought could open the gate with his nose about as quickly as could my father with his hand. This the horse would do frequently to eat the luscious grass of the lawn. And the indispensable mule was represented by one that seemed to me to be possessed of the spirit of his Satanic Majesty. This one when loose in the barn yard seemed bent on eating up the panels of the gate while not otherwise engaged in pawing and trying to break it down. Whenever this mule gained entrance he was not content with eating the juicy grass that was so abundant in the lawn, but rather seemed to enjoy breaking down the shrubbery

It is only when good habits exist that principles can exert an ennobling influence.

and barking the trees. Pigs used to root under this old gate, chickens flew over it, and even an old yellow dog we once had could wedge his way through it from the inside while it was latched.

When I grew old enough to do so, I would climb the fence beside the gate, turn the button, get down again, go through, only to repeat this performance on the other side to close it. Later on I had a stick placed beside the gate that I would use to whack the button first one way and then the other till it opened. This stick, which was my key, my father would sometimes hurl at some malicious beast that was seeking unbidden entrance. When I grew to adolescence I could reach the button from the under side and thus could gain entrance or exit as I chose. But when I became a man, I could reach over the gate and open it as did my father.

Three fences have been built up on either side of this gate. Two have rotted away, while the old gate, still in use, bids fair to outlast the third one.

Fortune will call at the gate of him who smiles and works.

This old gate that was made and hung in 1878, has outlived all the beasts of the field and the fowls of the air that sought unwelcome passage through it, over it or under it. And the tiny child hands of an innocent brother and sister that tried it, are long since those of a grown man and woman. Childhood days have passed away and no longer is heard that plaintive little appeal of "Papa, please open the gate." But like Shakespeare who causes the Duke to soliloquize in "As You Like It," when living close to nature, so I too am one who

"Finds tongues in trees,
Books in running brooks,
Sermons in stones,
And good in everything."

This vision of boyhood days reveals to me a lesson. The simple commonplace object of the old gate at my homestead, has in late years presented to me some of the true realities of life. And as the kind directing words of a good father and mother come back to us, so too, the sweet messages of our early environment come back to us also. And the gate which could not

Praise loudly, blame softly.

talk, yet speaks to me, and its message to me is what I want to give to you.

A gate is a movable barrier. If it were not movable it would be as the fence we cannot climb or as the wall we cannot scale. It would be as the mountain we cannot ascend or as the river we cannot cross. Why, then, called a barrier at all? A barrier to the unwelcome; to the unworthy. The gate is not a barrier to the welcome guest, but stands as the guardian of the guest, a barrier to the unwelcome intruder.

Opportunity is the gate that points to the way of success. If we would win the race of life that leads to the way of success, we must open the gate of opportunity ourselves. If the gate stood ever open, it would not be doing the service of a gate. If passage through the gateway were perfectly free and unobstructed, then he who passes in would have no more credit than he who chooses to remain without. But to him who overcomes barriers and surmounts ob-

There is no bigger shirk than the man who never does anything to help answer his own prayers.

stacles, we take off our hats and acknowledge him as a victor. A gate then is a barrier to him only who would not try to push aside the barrier or overcome obstacles. For anyone with an honest purpose who asks the way to success is shown the gate of opportunity. It is his to open, will he do it?

Schools are the highways to success, while an "education is the preparation for complete living."

What means the vast expenditure for education from year to year? Why are thousands, yea, millions of dollars more invested this year in education than were invested last year? The answer is, because it pays.

If a groceryman starting in business three years ago lost \$500 the first year, \$500 the second, and is still losing this year, how long will he be expected to continue in business? He would likely have quit the grocery business at the end of the first year. But as long as it pays and pays *big*, he continues in that business.

Most men flatter themselves that they cannot be fooled by their fellows, but they are fooling themselves by supposing that they can fool others.

Education, beyond all other devices of human origin, is the great equalizer of the conditions of men—the balance wheel of the social machinery.

—Horace Mann.

In our industrial, social, civic and religious democracy everything waits on education. No real progress and no lasting improvement in any line of life is possible except through the better education of the people.

—Philander P. Claxton.

Statistics show that the illiterate and unskilled laborer will make \$18,000 within the space of 40 years, or from the age of 20 to 60. The same statistics also show that for a man to go through a good four-year first class high school he will make, in the same period of time, \$40,000. This makes a difference of \$22,000 in favor of the high school educated man. And to complete the high school from first grade through the twelfth grade, requires the boy to have attended 2,200 days of school. If this number be divided into \$22,000 (the net gain in income of the educated man over the illiterate), we find the number contained 10 times, thus showing that a school day is worth \$10 in after life to every boy who attends that length

The devil's way of trying to whiten his own face is to try to blacken everybody else.

of time. But this is simply discussing the importance of education only from a commercial standpoint.

Who's Who in their statistical calculations make a graphical representation of the importance of acquiring an education from another point of view. They tell us that if we represent the illiterate's chances for success in life by a line, we can use one 1-80 inch long, or one equal to the thickness of a U. S. postal card. Then since the individual who completes the common school course or the 8th grade has 80 times better chances for success in life than does the illiterate individual, the line therefore, representing his chances for success in life is one inch long. The person who completes a four year high school course has his chances for success in life represented by a line 22 inches long. And for the boy who completes a four year College or University course, the line representing his chances for success in life is 18 feet or 216 inches long. Thus we find the

He has no principal in heaven who has no interest in humanity.

common school graduate has 80 times the chances for success in life that the illiterate man has. The high school graduate has 22 times better chances for success in life than the common school graduate has, or 1720 times the chance for success in life that the illiterate man has. The college or university graduate has practically 10 times the chance for success in life that the high school graduate has; over 200 times the chance the 8th grade graduate has, and 17,000 times the chance for success in life that the illiterate man has.

These points have been carefully worked out in a statistical way and prove the real value of an education.

Going back to Herbert Spencer's definition of education as being a preparation for complete living, we find it necessary to explain more fully the term, "complete living." And to illustrate this point I must explain the difference between making a *life* and making a *living*. First, from a national point of view.

The man who always is figuring for himself cuts a poor figure at last.

You all know the story of ancient Carthage. Her fleets plied the seas, were masters of the deep and carried on commerce with every known nation of the world. Her daring sailors even penetrated the wilds of Britain and there worked the tin mines of that far-away isle. On the north coast of Africa she built her mighty city of wealth, and for two centuries was the rival of Rome. But when Rome conquered her, and Scipio Africanus drove the plow over her leveled wall, all but the memory of this once mighty nation was gone. No literature, art or song was bequeathed to civilization as its heritage, but the great everlasting truth stood emblazoned on her tombstone that Carthage had made a living but had not made a life.

There next is Poland, that wonderful country of patriots which was partitioned by Russia, Prussia and Austria because of their greed for territorial acquisition. Yet, that country which once was, but now is no longer,

The best way for one to help himself is by helping others, for all we receive comes from others.

an independent nation, has given us her art, story and song. America well remembers her Count Pulaski and Kosciusko who aided us in our struggle for national independence. She has given to the world Henryk Sienkiewicz, that great novelist, and Paderewski, the world's famous pianist. Truly, therefore, Poland has made a life, but could not make a living.

Then there is "Greece, lovely Greece, the land of scholars and song." Here we have still an independent nation that has given the world her literature, philosophy, art and song that yet are models in our present civilization. She has given the nations the greatest heritage of all ages. Surely, then Greece has made both a life and a living.

Second, from an individual standpoint, I would again cite you to three examples:

There is Russell Sage, who made his millions and stowed them away with miserly intent and purpose. It was he, who once when an anarchist entered his office with a satchel in hand,

Study to show thyself approved of God, a workman that needeth not to be ashamed.

and said, "Give me a million dollars or else I will drop this satchel filled with dynamite which will blow up this office and kill us all," that refused the demand, grabbed his faithful secretary and used him as a shield between himself and danger. The satchel was dropped, the explosion occurred, the anarchist was killed, the secretary crippled, but Mr. Sage got off with but slight injuries. Then instead of paying his secretary a liberal pension for life, he paid him nothing, discharged him because of physical inability, was afterwards sued by the secretary for damages, but won the defence because he had more money to defend the suit than the secretary had with which to prosecute it. No wonder that Mr. Sage was so thoroughly hated by his employees after that incident. This, then is certainly a most vivid example of a man who made a living but who did not make a life. But thanks for his estimable wife, who has launched the "Russell Sage Foundation Fund," the means of working a study and investigation of our country's many needs. Mrs. Sage will help retrieve their tarnished family name.

Never depend upon genius; if you have talent, industry will improve it; if you have none, industry will supply the deficiency.

There is next, Edgar Allen Poe, that poetic genius who gave us the Raven, The Bells, and Beautiful Annabel Lee, together with many other great selections from his magic pen. His contributions are a priceless heritage to American literature. His private life and habits, however, were anything but models. And when his light went out and the records closed, it showed Poe had made a life, but had not made a living.

Next is that character that glows so brightly on the pages of American History—the name of George Washington. I need not recall his virtues, for you know only too well the beautiful story of his life. Surely, if anyone we could name, we would certainly agree that Washington made both a life and a living

But I would not discourage the young American boy with the thought that there was or ever will be only one Washington. There are

Of all felicities, the most charming is that of a firm and gentle friendship. It sweetens all our cares, dispels our sorrows, and counsels us in all extremities.

Washingtons in every community. He who meets and discharges all the duties of true citizenship is making both a life and a living—is in a sense living the life of a Washington. The man who doesn't forget general election day and goes forth to exercise his blood-bought privilege of franchise, is performing the responsible duty of a good citizen and is making a life as well as a living. He who openly espouses the moral side of all public questions, who ministers to his neighbor in sickness and gives aid and comfort to the unfortunate, he it is who is the Washington of your community and is making a life as well as a living.

Thus have we tried to explain what are some of the elements of complete living and to show that education is the gate of opportunity leading to that complete enjoyment and satisfaction that should be the life of every good citizen. Every boy and girl can attain that degree and purpose in life if he will but use his or her own ef-

There is no friend like the old friend who has
shared our morning days,

No greeting like his welcome, no homage like his
praise.

forts to open the gate that education has placed along the highway of youth.

For that reason it behooves us to constantly keep before them the great examples in literature, history and story of the lives of those who attained greatness, usefulness and goodness because they opened the gate and walked into the green pastures, there to live and dwell with those who will become good and great.

We hold up to view the examples of Washington, Jefferson, Webster, Clay, Lincoln and Garfield, who opened the gate of opportunity. These distinguished national characters who made both a life and a living, were not reared within the inclosure where eternal success resides, but they had to battle against the odds of life and open the way toward the goal that made them great.

In the union station at St. Joseph, Missouri, there used to be a man in charge of the information bureau, who could tell you anything you

Fame is the scentless sunflower, with gaudy crown
of gold;
But friendship is the breathing rose, with sweets
in every fold.

would care to know about train service. He had been there for many years, and though then an expert in his line, he drew only a meagre salary. He told a friend of mine that he had many times been offered far better positions than the one he then commanded, yet he had to refuse them all because he did not have the education to fill them. When I again saw this man after hearing this story I realized that he was indeed in a prison house. He chose when a boy to "take a job" rather than to go on to school and thus equip himself for a constant promotion. He had allowed the gate of opportunity to close with himself on the outside, only to no longer be a gate but an everlasting barrier between himself and the full enjoyments of complete living.

The great desire to become rich or to become independent has a most alluring effect on our young people either to leave school before completing a course or to enter some get-educated-

He who has conferred a kindness should be silent, he who has received one should speak of it.

quick school that in the end will neither give them brains nor prepare them to earn a livelihood. No wonder we have so many failures in life and in business among persons of this type. They never opened wide the gate that leads to real success in life; they just opened it a little and simply peeped in and thought they were in the promised land. They took what they thought was a short cut to success and were trying to rob time of the reward it holds for him who sticks till he completes the job. Even the Great Teacher tells us that "He that entereth not by the door (or gate) into the sheepfold, but climbeth up some other way, the same is a thief and a robber." What does he steal and whom does he rob? He steals from himself that preparation and equipment that fit him for usefulness in life and robs society of his better services as a citizen.

I would here warn you against the get-educated-quick schools as readily as I would warn you against the get-rich-quick schemes that are

Kind hearts are more than coronets, and simple faith than Norman blood.

so enticing today. These schools have no real gates, for their doors stand ajar. And like the mushroom in nature, that comes up in a night, but withers in the heat and light of the sun, so the mushroom education of the get-educated-quick kind will not stand the searchlight and heat of business life, but withers and leaves stranded the individual who is made a derelict in society.

Scripture tells us, "Enter ye in at the strait gate, for wide is the gate and broad is the way that leadeth to destruction, and many there be which go in thereat: Because strait is the gate and narrow is the way, which leadeth into life, and few there be that find it."

The way of a fool is right in his own eyes; but he that hearkeneth unto counsel is wise.

We lead but one life here on earth, we must make that beautiful.

J. C. Smith

I am glad that my life's work is that whereby I have helped to open the gate of opportunity for many a boy and girl. And what is opportunity? Ah,

"Master of human destinies am I!
Fame, Love and Fortune on my footsteps wait,
Cities and fields I walk; I penetrate
Deserts and seas remote, and, passing by
Hovel and mart and palace, soon or late
I knock unbidden once at every gate!
If sleeping, wake—if feasting rise, before
I turn away. It is the hour of fate,
And they who follow me reach every state
Mortals desire, and conquer every foe
Save death; but those who doubt or hesitate,
Condemned to failure, penury and woe,
Seek me in vain and uselessly implore.
I answer not, and I return no more."

So I would press on my way to the goal of success and when I had reached that walled city wherein awaits the reward of those who strive to enter therein, and stood beside the gate of opportunity, I would sing that beautiful language of the psalmist,

"Lift up your heads, O ye gates:
And be ye lift up ye everlasting doors;
And let your humble servant come in."

Dost thou love life? Then do not squander time,
for that is the stuff life is made of.

And when we have finished our earthly tasks assigned us; when our obligations as man toward man have ended; when we shall have ascended that mount of Zion where dwells the Celestial City with its pearly gates, I hope the Great Father on high will hear our humble plea and grant this last petition as did my earthly father years ago when I called,

“Please open the gate, Father, please open the gate.”

Good thoughts and actions can never produce bad results.

Self reverence, self knowledge, self control; these three alone lead life to sovereign power.

The Vision

A GREAT sculptor noticed a piece of stone that had been rejected and thrown aside by the builders. In the stone he saw a beautiful angel; he chiseled the stone away and revealed the angel to the world. I want, if I can, to get you to look into the future and see yourself a beautiful, successful character, and after getting the vision, reveal that character to the world.

“Live for something, have a purpose,
And that purpose keep in view.
Drifting like a helmless vessel,
Thou canst ne’er to life be true.
Half the wrecks that strew life’s ocean,
If some star had been their guide,
Might have now been riding safely,
But they drifted with the tide.
One ship sails east, another west,
By the selfsame winds that blow—
’Tis the set of the sail and not the gale,
That determines the way they go.”

“Like the waves of the sea are the ways of fate,
As we journey along through life,
’Tis the set of the soul that determines the goal,
And not the calm or strife.”

I’d rather be a could be,
If I could not be an are;
For a could be is a may be,
With a chance of touching par.

Develop your push and your pull will take care of itself.

“Push and the gate will open, seek and you’ll surely find;
For the man worth while wears a sunny smile,
With hustle and vim behind.”

“Only through the hard gates where struggle gives her challenge and adversity demands her toll, is there entrance to the valleys of achievement and the kingdoms of delight, from which the highways lead to the summits of the divine hills and the serene contentment of the stars.”

Let thy every word and act be perfect truth, uttered in genuine love. Let not the forms of business, or the conventional arrangements of society reduce thee to falsehood. Be true to thyself, be true to thy friend, be true to the world. Think of yourself as on the threshold of unparalleled success. A whole clear glorious life lies before you. Get a vision.

“Where there is no vision the people perish.”
—Prov. 29:18.

I’d rather be a could be,
If I could not be an are;
For a could be is a may be,
With a chance of touching par.

To vision means to create in the imagination. Get an exact and definite mental picture, image, vision, of the ultimate end and aim of your life. Select the particular position you propose to reach. Picture yourself also as surrounded by and having the present use of all the good things that naturally go with the position selected. Be very definite about this, and do not be too modest. Let it be something well worth years of patient struggle to attain. Decide definitely that you will attain it, no matter what the effort or time required. Then hold to that vision; keep it always before you like a distant beacon light; have a steady hand at the wheel; strive for it persistently and continuously; and when the seas are foggy, have faith that it is there to be reached, even though you cannot for the moment see it. Never let it slip from your sub-conscious thought. Live by it. Believe that you are attaining it. "Believe that ye receive." Great men do hold fast to their visions. That is why they are great. Some writer has said that few men make the voyage

I'd rather be a has been
Than a might have been, by far;
For a might have been has never been,
But a has been was once an are.

of life successfully, and fewer still reach the port for which they sailed. Lowell says, "Most men make the voyage of life as if they carried sealed orders which they were not to open until they were in mid-ocean." That is the trouble. They do not sail for any port. They simply sail.

"Think well of yourself, not in vanity's way,
But think of yourself every hour of the day;
Think enough of yourself not to lie or to cheat
Or to sell out your honor to ward off defeat.
Think enough of yourself not to lower your aim,
Think too much of yourself to be tainted with
shame.

When tempted to stoop for some things which men
boast,

Oh, let it be said that you loved yourself most.
Self is the sacredest treasure men hold;
So value it more than great fortunes of gold;
Let nothing of victory, glory or pelf
Belittle the value you place in yourself."

Not in some great deed does greatness lie,
But in the brave, frank meeting, face to face,
Of all the thousand little things, that try
The soul's true temper for a higher place.

FIGHT FAIR

"It is better to lose with conscience clean
Than to win by trick unfair;
It is better to fall and know you've been,
Whatever the prize was, square,
Than to claim the joy of a faroff goal
And the cheers of the standers-by,
And to know down deep in your inmost soul
A cheat you must live and die.
Who wins by trick may take the prize,
And at first he may think it sweet,
But many a day in the future lies
When he'll wish he had met defeat.
For the man who lost shall be glad at heart
And walk with his head up high.
While his conqueror knows he must play the part
Of a cheat and a living lie.
The prize seems fair when the fight is on;
But, save it is truly won,
You'll hate the thing when the crowds are gone,
For it stands for a false deed done.
And it's better you never should reach the goal
Than ever success to buy,
At the price of knowing down in your soul
That your glory is all a lie."

Calmness of mind is one of the beautiful jewels of wisdom.

Realize Your Dreams

“True worth is in being, not seeming,
In doing each day tha' goes by
Some little good, not dreaming
Of great things to do bye and bye.

“No matter what one says in fancy,
And in spite of the follies of youth,
There's nothing so kingly as kindness,
And nothing so royal as truth.

“We cannot make bargains for blisses,
Nor catch them like fishes in nets,
And sometimes the thing our life misses,
Helps more than the things which it gets.”

Oh, for the visions of youth! How beautiful, how inspiring they are! The girl child visions herself a princess, married to a king. The boy child visions himself a master among men, at the head of great enterprises. And they are both right. They would realize their visions, too, if they would but hold fast to them. George Horace Lorimer while but an office boy for Armour & Co., had a vision of himself as a great journalist. George W. Perkins, sweeping out a small insurance office in Indiana, saw in himself a great financier. Judge Donovan of

The heights by great men reached and kept
Were not attained by sudden flight;
But they, while their companions slept,
Were toiling upward in the night.

Wisconsin saw a vision of the great good he might do as a lawyer when at forty he left his blacksmith's forge to seek an education at the University of Wisconsin. Senator Gore imaged himself a great statesman when as a blind boy he learned the pages of the Congressional Record by heart. Carnegie visioned himself a king among men when in middle life he gave up a division superintendency of the Pennsylvania Railroad in order to study under a private tutor in New York City. Lord Charles Russell pictured himself Chief Justice of England a good while before he closed his little green grocery in London, at forty two, in order to take up the study of law. Lincoln saw himself cutting the shackles from the slaves when, as a poor riverman, he beheld an auction in New Orleans. Napoleon imagined himself ruler of all Europe while yet living in a garret in Paris. Wellington won the battle of Waterloo while playing cricket as a school boy at Eton.

Sheldon says, "A man who plans for a day is blind, one who plans for a year is a general,

The men who have most powerfully influenced the world have not been so much men of genius as men of strong convictions, invincible determination and enduring capacity for work.

one who plans for a lifetime is a genius, and one who plans for future generations is a seer or prophet."

The devil is the arch briber. He offers you a night with "the boys," two dances a week, or the more idiotic excuse that you need recreation, in turn for the future Governorship, Corporation Presidency, steam yacht, honor, luxury, ease, or great usefulness.

The Vision that you glorify in your mind, the Ideal that you enthrone in your heart, this you will build your life by, this you will become. And you, if you have not the vision, will succumb. If you are not what you would be, act as you would act if you were what you would be. These actions will become habitual, then you will be what you would be. Genius consists but in the utilization of the true thoughts, right ideas, correct habits, inspiring ideals, and useful experiences of others. But in this imitation be sincere and real, be yourself. Do not accept from others as true what does not connote with your own innermost feelings.

Everywhere the call is sounding for men, men with clear heads and clean hearts, men who dare to nail a lie and tell a truth.

Claim Success Now

“Character is self-sufficing-ness.” Learn to claim success as yours now, to expect it and be thankful for it in the present, as one who receives. Be conscious that your desire is expression of power, original creative force within you, seeking to be, and live more in and through you, and know that nothing except willful neglect on your part can prevent the desired result. Then you will be thankful because you will know that success is at hand, because you have a living faith. Faith makes it possible for us to do today the things which yesterday doubt said were impossible. Doubts fan the fear flame and good is lost by failure to attempt.

Wisdom, by use, grows into greater power; Humility is the saving quality of wisdom's greatness. Practice on yourself what you preach to your neighbor and both you and your neighbor will profit thereby. Our destiny changes with our thought; we shall become what we wish to become, do what we wish to do, when our habitual thought corresponds with our desire. The ‘divinity that shapes our ends’ is in ourselves; it is our very self. Your

I must stand with anybody that stands right; stand with him while he is right and part with him when he goes wrong.—Lincoln.

thought starts all things coming your way, but you must give more in service value than you receive in cash value, or you cannot receive all that is coming and that you might receive.

Retain your vision, stick to your purpose, give good service, maintain your faith and be thankful for the opportunity to pay your installment today and therefore enjoy today. Finally pick out the best man ahead of you in the race that you know personally, as far ahead as possible, as an exemplar, and study and work to excel him in all things, not in his, but in your own way. Keep at it until you do excel him. Then select another exemplar still farther on and repeat the process. Success is in some measure a game of "follow the leader." But in the character and individuality of your following be yourself. "The wise man not only leaves out of his thought the many, but leaves out the few." After a time you will awake some morning to find that you yourself are the leader. But all this demands study, which is the hardest kind of work at the start, but the most enjoyable and easiest to keep up once the habit is formed.

Who misses or who wins the prize,
Go lose or conquer, as you can;
But, if you fall, or if you rise,
Be each, pray God, a gentleman.

Do Your Best

A man is relieved and gay when he has put his heart into his work and done his best. Do, without being told to do. For he who fears he will do more than he gets paid for never gets paid for more than he does. The best way for one to raise his salary or income is to raise his work, the only way one can raise his work is by raising his ability. Know your business. It is those who keep ahead that attract attention. It is to no man's credit that he trails along with the procession; the fellow who goes out in front, whether plodding his way through the forest or in the conduct of a business is the fellow to be commended. One employee of a concern wonders why it is that another employee is promoted. He has done his work faithfully, he will tell you; he has kept up with the affairs of the concern, and he cannot understand why any one else connected with it should be selected when promotions are due. But the chances are that the one selected for promotion has not been sat-

The only thing about you that makes you worth your keep in this high priced world is your personality. Meaning the sum total of the things wherein you differ from the common run of humanity.

isfied to keep up with the business of the concern, that he has gotten ahead of it, away out in front where the vision is unobstructed. He was not content merely to keep up, and the reward came to him.

Bill had been foreman for a lumber company for several years. The superintendent resigned. John was promoted to the place over Bill's head. Bill was indignant and went to the president. The president said he would consider the matter, and asked Bill to go down to the lake and see if a new raft of logs had come in. Bill soon returned and said, "Yes."

"Who are they from?" asked the president. Bill did not know and was sent to find out.

"From Ogden & Co.," Bill reported.

"What kind of logs are they?" Again Bill did not know. Another trip was necessary, with the report that they were poplar.

"What will they run?" Once more Bill had to go back. He returned with the statement

YOU will never be a leader as long as you follow the crowd.

that they would average from twelve to fifteen feet in length and from twelve to eighteen inches in diameter.

The president then called John in and asked him, in the presence of Bill, to see if a new raft had come in. Without the necessity of a trip John answered immediately, "Yes, a new raft is in from Ogden & Co., poplar, running twelve to fifteen feet by twelve by eighteen inches, about fifty thousand feet." Bill saw the point.

Men are anxious to improve their circumstances, but are unwilling to improve themselves.

By the right choice and true application of thought, man ascends to the Divine Perfection.

The Key

Every failure, large or small, is due to some sin of omission or to some sin of commission. You can avoid both of these by care and thought, by using your key. The road to large success is long, tortuous and various. It is fortified by many gates, one at every crook and turn. These gates are all securely locked. Each gate is the special opportunity of the moment. It requires the alertness to see, the preparation to act, the will and the skill to perform efficiently, and the speed to get through before death overtakes you. The difficulty of seeing, the amount and quality of the preparation for action, the force of will and determination, the character of the skill required, the magnitude of the task, all are in direct proportion to the greatness of the opportunity.

You cannot go around one of these gates. If you do you get off the road to success. Success consists in traveling this road, in passing through all these gates. Large success is therefore the summation of a series of acts, each ef-

You are never so apt to get the position that the other fellow can fill better than you, as you are to get the one that you can fill better than the other fellow.

ficiently done. These gates are all impassable except by unlocking. Each swings on peculiar springs which force it wide open the moment it is unlocked, and which close it tightly immediately after the fortunate man with the key slips through. Only one person may pass each time a gate is unlocked, and this person must unlock the gate himself and carry through with him the means by which he did it. Each gate is secured by a burglar proof automatic lock, which may be unlocked only with the key to success.

This key to success has four projections. All are of equal importance; each is absolutely necessary and all must act in conjunction. Each projection turns a little tumbler in the lock on any of the gates. Lacking any one projection the key will not operate the lock on any gate. Moreover, if any projection is imperfect, it will fail to turn some tumbler in the lock of some of the gates. The perfect key with all projections perfect, is a pass key. All the gates fly open whenever this key is turned in their locks. If you possess this wonderful pass key you need not hesitate to use it. It grows more and more

Inefficiency sometimes tries to pass itself off as "hard luck."

perfect with use. You may go as far as you like towards success with this key. Any old key will let you through, going in the opposite direction. The names of these four projections are:

Vision, Education, Exertion and Rulership.

Taken in order the first letters of these names spell VEER. The whole key is therefore called the "VEER KEY." The one who possesses this key may always veer toward large success, indeed, will always veer toward success whenever this key is used. For all gates unlocked with this key lead to success. The universe fortunately abounds in material of which these four projections are made. These materials are the stuff of which men, not things, are made. Each person may fashion his own key. You may fashion yours. But you must look within yourself for these materials. You cannot take them from others. Where you do not at first find them you must manufacture, or develop them.

Your job is to see that your opportunity does not pass you by.

Look therefore *within*. Seek diligently to develop and perfect within yourself the materials for these Projections, the forms of them, and the USE of the whole Key.

All you need is the overmastering purpose to possess a VEER key of your own. Any one can launch the boat of his life upon the stream of time and move right off without effort, but it takes work to move up stream.

If you wish success in life, make perseverance your bosom friend, experience your wise counselor, caution your elder brother, and hope your guardian genius.

THE UP STREAMERS

“There’s no honor, lads, in drifting
Where the shore lights softly gleam,
But the real work lies in toiling,
Bravely pulling up the stream.
Some may sit with their hands folded;
Some may talk while others dream;
But the ones who’re worth the making,
They are pulling up the stream.
Some are lost while simply waiting
For the harbor’s kindly gleam
Others gain the day by working,
Bravely pulling up the stream.”
—(Thomas B. Smith.)

He who has conquered doubt and fear has conquered failure.

All Things are Possible

Kites rise against the wind. Live fishes go up stream. Gravity contributes nothing to the flight of a bird. Drifting objects have no prescribed destination and are more liable to have bad companionship or undesirable co-operation.

There is only one original fundamental principle, it operates in absolutely the same way everywhere, all other principles and laws are but corollaries. There is therefore, an absolute analogy between all truths in the four worlds: the electrical, the chemical, the physical, and the thought worlds. And since we can study, learn, perceive and understand all principles and laws in the first three worlds, we can in the fourth. We can therefore put ourselves in tune with the infinite, in harmony with our environment. We can prevent therefore and thereby the infringement of any general principles or laws. This assures large success. You owe it to yourself to believe always that the highest and best things are not only possible for you, but that they are actually intended for you,

Don't quit till the hearse comes around.

that they will come to you if you but do your part. The man who values himself low receives a corresponding valuation from others, and eventually reduces his actual worth to the price he has fixed.

Vision is compounded of knowledge, plus imagination, plus desire, plus hope, plus faith, plus decision, plus definite purpose. Education is compounded of knowledge plus training, plus the will to know. The man who lacks the courage to make a start has already reached his finish.

THE SECRET

"If you think you're beaten you are;
If you think you dare not, you don't;
If you like to win, but you think you can't,
It's almost a cinch you won't.
If you think you'll lose, you've lost,
For out in the world we find
Success begins with a fellow's will—
It's all in the state of mind.

"If you think you're outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself before
You can win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the fellow who thinks he can."

Use what you have to get what you want.
Act now, for indecision is the mother of failure.

VAIN ENDEAVOR

“The people fret to beat the band,
And all their actions show it;
Though always in the Promised Land.
They never seem to know it.

“The rugged hills they want to cross,
Where rainbows red may lead them,
And things they have, away they toss,
As though they'd never need them.

“For gold they dig the hills away,
When gold is shining 'round them:
They hunt the joys when every day
The blessings came and crowned them.

“No need to pester time and tide
For vain and foolish pleasures;
The world is yours and at your side
Dwell all its worthy treasures.”

Achievement, of whatever kind, is the crown of effort, the diadem of thought.

Many opportunities pass by while men sleep on their jobs.

He becometh poor that dealeth with a slack hand,
but the hand of the diligent maketh rich.

THE TEST

“What is a failure? It’s only a spur
To the man who receives it right,
And it makes the spirit within him stir
To go in once more and fight.
If you never have failed it’s an even guess
You have never won a high success.

“What is a miss? It’s a practice shot
Which we must often make to enter
The list of those who can hit the spot
Of the bull’s eye in the center.
If you never sent your bullet wide,
You never have put a mark inside.

“What is a knock-down? A count of ten,
Which a man may take for a rest.
It will give him a chance to come up again
And do his particular best.
If you’ve never been bumped in a rattling go,
You have never come to the scratch, I know.”

Providence always seems unkind to those who
insist on chewing their pills.

Dream and Build

Heroes of the ages past,
Dreamed their dreams from first to last;
Dreamed of danger, do and dare;
In their castles in the air.
All the wonders ever wrought,
Through the magic realm of thought,
Came from primal plans, up there
In the castles in the air.
So may dreams that come to you,
Bring the things for you to do.
Born, inspired, and fostered, where,
You have castles in the air.
Dreamer, dream the night away,
Dream, but plan, and build today,
Something lofty, strong and real,
Fashioned from your dreamed ideal.

—(F. B. Grimes.)

Courage is just strength of heart, and the strong heart makes itself felt everywhere, and lifts up the whole of life, and enobles it, and makes it move directly to its chosen aim. If you were getting a salary of one hundred dollars per month and decided you wanted a two hundred dollar piano at ten dollars per month to

He that rejects the Bible embarks without a friend, upon a ship without a helm or rudder, upon a sea without a shore, upon a night without a star or dawn, and upon a voyage without a destination.

beautify your home and educate your daughter, you would go to the store, even though you had not a cent, and order it; if your reputation is good, the merchant would say, "I will send it out tomorrow or Friday." You would go home and say to your wife, "Our piano will be out Friday. It is a Johnson, made of mahogany and has a long seat, with a place for music. We'll have some good times and Mary will learn to play."

Your little girl would say to her playmates, "Oh say, we've got a piano; it is coming Friday." Notice you would all speak and act regarding this piano in terms of present ownership. Still the piano would not actually be there in appearance, but it would be there in truth, for you would all have already entered into the enjoyment of it in actuality.

You think and act in this way because you have faith that you can and will pay for it and also faith that the merchant has faith in you. You see it is all a matter of faith in the last analysis. If the merchant had no faith in you and

Every man should read the Bible, he is wise who knows that God knows how he should live better than he knows himself.

you had no faith in his faith, and no faith in your own willingness and ability to pay, you would neither order the piano nor ever get it. Now the creative energy which gives life to all that has life in you, which indeed is all that is life in you, is more anxious that you should realize your vision than the merchant could be that you should have the piano. It desires to live more in and through you, it is indeed the source of your desires, and it gives you easier terms and a longer time, three score and ten instead of two years, in which to make payment.

Why not then order large success now? Why not vision it, lay claim to it; expect it, feel that it is yours now? Know that it is yours, just as you do with the piano. Say to your wife, "Our success is large. It consists of a fine mansion, an automobile, a seashore cottage, a large and growing business, some fine paintings, a trip abroad, and great usefulness in the world. I have already picked it out, ordered it and given the specifications. Some of it is coming up this week and the rest is under construction." Why

Preparation is the best prayer for success in any undertaking.

Take fast hold of instruction; let it not go: keep it: for it is thy life.

not say this and feel it in the present tense and enter at once into the actual enjoyment of it with the same faith as in the piano deal? You are just as able to pay for it in the time given. And aren't you willing? Haven't you equal faith in your own worthiness to possess and reimburse society for all these things in a life time? And haven't you equal faith in the good judgment of providence?

You have the rudiments of a Veer key within you. It may not be a perfect key, but you can gradually fashion it into greater perfection. You can develop it to as great perfection as you will. Decide that you will open all the gates and attain large success. If your chosen field be that of the profession of law, fix your eye upon the position of Justice of the Supreme Court of the United States. If it be politics, upon that of United States Senator. If land transportation, the position of president of the greatest railroad system. If it be merchandising, the ownership of another Marshall Field's store. If finance, the president of the greatest bank in the greatest city. If agriculture, the greatest land proprietor. Nor does your age or condition

Sin is bondage from which it is almost impossible to break away.

deserve any consideration. Moses was over eighty before he started to lead the Israelites to the promised land. Cato learned Greek after he was eighty. Socrates learned to play musical instruments after he was seventy-five. Plutarch began the study of Latin when over seventy. Franklin was over fifty when he began his philosophical studies. Boccaccio was over thirty when he began the study of short story writing and became the greatest short story writer of all time.

THE MAN COUNTS

A plate glass front is not a store,
A farm is not the land,
You may have instruments galore
And still not have a band.

No business ever higher soars
Than he who runs it mounts,
No matter what's inside the doors
It is the man who counts.

Do not think it wasted time to submit yourself to any influence which may bring upon you any noble feeling.

For character is more valuable than intellect.

IT CAN BE DONE

"Somebody said that it couldn't be done,
But he, with a chuckle, replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with the trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.

"There are thousands to tell you it cannot be done,
There are thousands to prophecy failure;
There are thousands to point out to you, one by
one,
The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That 'cannot be done'—and you'll do it."

He who has the power to do something that will lift humanity and does not do it, robs the world of that which God intended to give the world through him.

"If you were meant for bigger things,
The way you work will show it.
No matter where a genius sings,
The world in time will know it.

"Ability cannot be kept
Long from its proper station.
More than one cotter's lad has swept
A path across the nation.

"The chance is always waiting for
A bold and honest thinker,
But life holds neither hope nor scope
For quitter, bluff and shrinker."

Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as ever you can.

“The man who quits has a brain and hand
As good as the next; but he lacks the sand
That would make him stick, with a courage stout,
To whatever he tackles, and fight it out.
He starts with a rush, and a solemn vow,
That he'll soon be showing the others how;
Then something new strikes his roving eye,
And his task is left for the bye and bye.

“It's up to each man what becomes of him;
He must find in himself the grit and vim
That brings success; he can get the skill,
If he brings to the task a steadfast will.
No man is beaten till he gives in;
Hard luck can't stand for a cheerful grin;
The man who fails needs a better excuse
That the quitter's whining ‘What's the use?’

“For the man who quits lets his chances slip,
Just because he's too lazy to keep his grip.
The man who sticks goes ahead with a shout,
While the man who quits joins the “down and out.”

There is nothing so kingly as kindness. Noth-
ing so royal as truth.

Afterword

I will say before I close, I am glad that we live in a just and honest world, that has placed within the reach of everyone the material that it takes to make the key that will unlock the door of the treasure house of the world. When the man who lives in a mansion, has great wealth and many friends, would rush forward and take the best positions the world has; this old world says, the influence of living in a mansion, having wealth and friends, does not make the key that opens the way to success. For we find as we scan history, the world has selected for its highest positions people coming from the most obscure places. I hope that every reader of this book will gather together the material which it takes to unlock the door that shuts him away from all the things which are intended to make him happy.

Life without endeavor is like entering a jewel mine and coming out with empty hands.

“But, it takes a lot of ambition
And a perfect self control,
And some grim determination
If you want to reach a goal.

It takes a deal of striving,
And a firm and stern set chin,
No matter what the battle,
If you're really out to win.

There's no easy path to glory,
There's no rosy road to fame
Life however we may view it,
Is no simple parlor game:

But its prizes call for fighting,
For endurance and for grit,
For a rugged disposition
And a 'don't-know-when-to-quit.'

You may take a blow or give one,
You must risk and you must lose,
And expect that in the struggle
You will suffer from a bruise.

But you mustn't shirk or falter,
If a task you once begin,
Be a man and face the battle,
That's the only way to win.”

You will find as you look back upon your life,
that the moments that stand out above everything
else, are the moments when you have done things
in a spirit of love.

How to reach the goal

FIRST, you must have a goal.

SECOND, you must travel toward it.

THIRD, do not stop until you have reached it, for if you do someone will pass you, and take the goal that you hoped to reach.

FOURTH, aspire to a high goal, for work never rises above aspiration, ability never towers above work, and people never fill positions above their ability. The school boy does not know the multiplication table after reading it over once, neither does the musician hold his audience spellbound with the piece of music he has practiced but once, therefore I hope you will not cast this book aside until you have read it over and over again, and have found the cause of failure, and learned how to overcome it.

Things you want to remember

Things you want to remember

Things you want to overcome

Things you want to overcome

Remarks

Remarks

Remarks

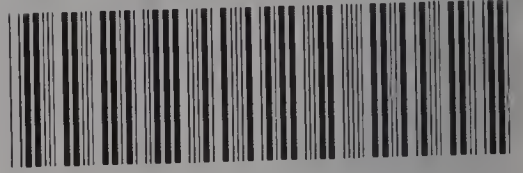
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